

How to Submit a Responsive and Responsible RFP Response

Tips for Attending the Pre--Proposal Conference

- READ the entire RFP **before** arriving.
- Bring your copy of the RFP with you.
- Bring your written comments/suggestions for changes with you.
- Feel free to ask questions; that's the purpose of the conference; make sure everyone understands what the City is asking for.
- If anything in the RFP/contract (Terms & Conditions, Scope of Work, insurance requirements, or Selection Criteria) "gives you heartburn", let us know **now**.
- Bring business cards with you.

Tips for Getting Your Submittal Short Listed

- READ the RFP and follow all instructions.
- Provide information on all items requested, including client references and project team resumes.
- Have all contents in the recommended/required order.
- Use tabs to make it easy for the Evaluation Team to find what they're looking for.
- Include comparable previous experience (in the same \$ range / square footage range).
- Submit it on time – do not "overnight" it the day before, leave early if you are delivering it personally. All late proposals will be rejected.
- Don't take exception to items in the sample contract. If applicable, you should make your concerns known **before** the due date, so that appropriate changes "may" be made for all proposers.
- Use graphs to show availability of personnel and other data.
- List previous projects for the same or comparable services – indicating scheduled completion dates vs. actual completion dates, and initial contract dollars vs. final contract dollars, even if not asked to do so in the RFP.
- Don't exaggerate.
- Include letters of recommendation, even if not requested in the RFP.
- Include projects that were completed by the project team that will be assigned to **this** project.

- If there is a “maximum number of pages”, do not violate this rule – any pages past the specified number will not be considered, and this may cause your proposal to become non-responsive.
- **Note:** If your proposal does not comply with **any** mandatory requirement, your proposal will very likely be rejected. Variances are allowed and will be considered, only when they are not mandatory requirements.
- Call the Contact Person if you have any questions. Technical questions should be submitted in writing via e-mail or fax. Call to ensure they are received.

Tips for Being Ranked #1 for Your Oral Presentation

- Don't repeat what's in your book – they've already read it – that's why you were short-listed.
- Don't talk too much about previous projects – **talk about THIS project.**
- Tell the Evaluation Team what you will “do for the agency” – how you will ensure that **this** project is completed on-time and on-budget.
- Inform the Evaluation Team of alternate solutions/ways to complete **this** project.
- Do your homework. Learn about the agency.
- Be sure your project manager attends, and is the lead speaker. Don't bring personnel who aren't on the agenda, or who will not be involved in the project. Each person attending should speak about the tasks they will perform on this project.
- Use multi-media, i.e.; PowerPoint, handouts, video
- Use graphs to show that your project team is available to start/complete this project.
- You may briefly refer to another project you did, but keep it pertinent and brief – **talk about THIS project. Exception:** Mention how you helped clients save dollars.
- Tell the Evaluation Team about your resources, such as your website – how it can be used to get pertinent, up-to-date information on **this** project.
- Tell the Evaluation Team why you want this job, why you are the best contractor for this project and what special talents you bring to the project, and that you look forward to working with them.

GOOD LUCK.
THE ABOVE IS BY NO MEANS ALL ENCOMPASSING.
BE SURE TO ASK QUESTIONS.